

CHARACTERISTICS OF TRAVELERS FROM HONG KONG TO CALIFORNIA - 2009

Hong Kong was one of California's smaller overseas markets with approximately 64,000 visitors to California in 2009. Collectively visitors from Hong Kong spent approximately \$79 million in California.

During 2009 visitors to California from Hong Kong reported spending \$140 per day during a 10.1 night average stay or approximately \$1,414 per visitor. The average spending for all overseas visitors to California was about \$1,205 (\$103 per day; 11.7 nights in California).

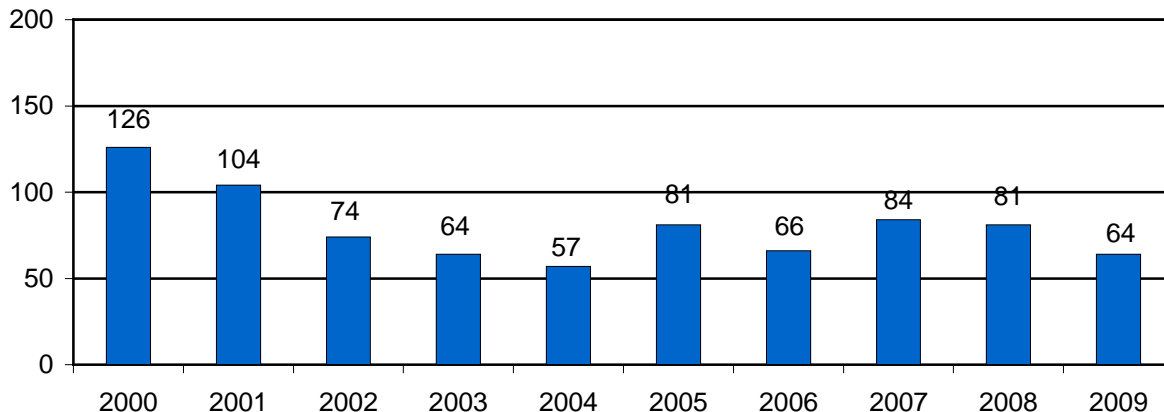
Visitors From Hong Kong

Year	Total U.S. Arrivals ¹	California Market Share ²	Visitors to California (est.)
1999	192,991	58.7%	113,000
2000	203,300	62.1%	126,000
2001	170,267	60.8%	104,000
2002	135,409	54.9%	74,000
2003	114,112	56.3%	64,000
2004	123,335	46.3%	57,000
2005	135,108	59.8%	81,000
2006	137,278	48.0%	66,000
2007	142,419	59.3%	84,000
2008	139,159	58.0%	81,000
2009	116,023	55.2%	64,000

1) U.S. Dept of Homeland Security, Form I-94, Non-Resident Arrival Records.

2) U.S. Dept of Commerce, Office of Travel & Tourism Industries, "Survey of International Air Travelers."

Number of Visitors from Hong Kong to CA, 2000-2009 (in 000s)



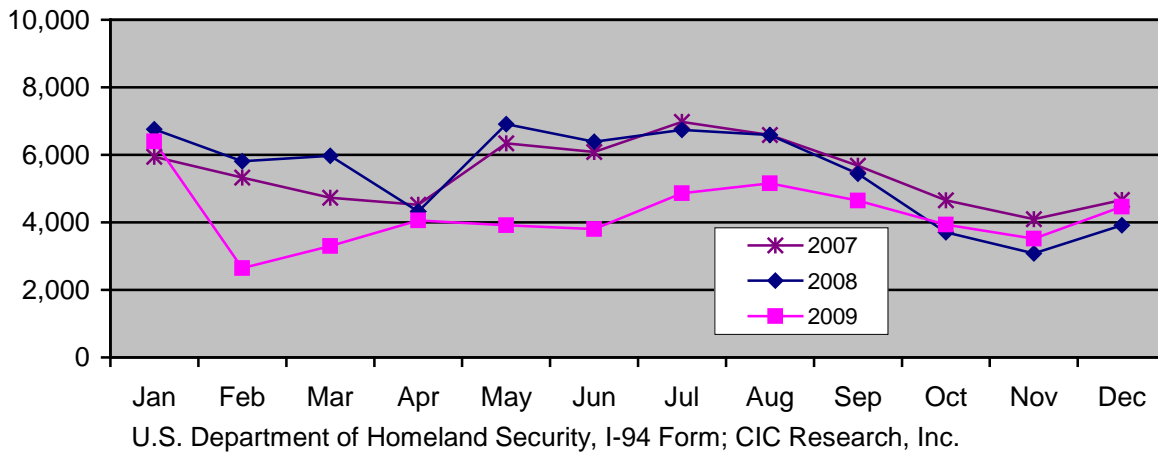
Source: International Trade Administration, Office of Travel and Tourism Industries.

The volume of visitors to California from Hong Kong tended to be over 100,000 from the 1990's through 2001. The volume of visitors peaked in 1996 with 141,000 visitors to California from Hong Kong. Since then, the volume has slowly decreased to a low of 57,000 visitors to California from Hong Kong in 2004, and it has fluctuated up and down over the past five years.

Hong Kong Arrivals at California Airports

Monthly volumes of port-of-entry passenger arrivals from Hong Kong to California were mostly lower in 2009 compared with 2007 and 2008. In general, Hong Kong resident arrivals at California ports-of-entry peaked in January and during the summer months. In 2009, the lowest volume was recorded in February.

**Residents of Hong Kong
Monthly Port of Entry Arrivals to CA
2007-2009**



Comparisons with Overseas Visitors

Detailed trip and traveler characteristics of visitors from Hong Kong are provided in the following table. The table also includes trip and traveler characteristics of all overseas visitors to California for comparative purposes.

Compared to all overseas visitors to California, travelers from Hong Kong are more likely to:

- Travel to California to visit friends or relatives
- Use information from a travel agent and directly from the airlines to plan their trip
- Plan their trip directly through the airlines
- Plan as well as book their air travel through a travel agent
- Have decidedly lower trip planning and advance airline booking horizons
- Fly in executive/business class
- Stay in a private home
- Visit San Francisco as part of their trip
- Use a company or private auto for transportation while in the U.S.
- Work in a managerial/executive position
- Have a higher average annual household income

Conversely, visitors from Hong Kong are less likely to:

- Travel to California for leisure/recreation/holiday purposes
- Use a personal computer to plan their trip
- Travel in economy/tourist/coach class
- Use a travel package
- Travel with a spouse
- Stay in a hotel or other paid lodging
- Be on their first trip to the U.S.
- Visit Las Vegas as part of their trip
- Experience activities such as visiting historical places, national parks, visiting casinos or gambling, and going on guided tours
- Work in a professional/technical position

Characteristics of Travelers from Hong Kong to California, 2009

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,255)	All Visitors from Hong Kong (n = 134)	Leisure Visitors from Hong Kong (n = 76)
Primary Purpose of Trip			
Leisure/Recreation/Holidays	47%	34%	48%
Business/Professional	22%	27%	-
Visit Friends/Relatives	21%	37%	52%
Convention/Conference	6%	2%	-
Other Purpose	5%	1%	-
Total	100%	100%	100%
Purpose of Trip**			
Leisure/Recreation/Holidays	65%	53%	72%
Visit Friends/Relatives	37%	65%	84%
Business/Professional	26%	41%	19%
Convention/Conference	8%	6%	3%
Sources Used to Plan Trip**			
Airlines Directly	23%	33%	38%
Corporate Travel Department	8%	3%	1%
Personal Computer	43%	29%	35%
Friends/Relatives	18%	25%	33%
Newspapers/Magazines	3%	4%	5%
State/City Travel Office	4%	1%	1%
Tour Company	7%	3%	1%
Travel Agency	40%	66%	59%
Travel Guides	10%	5%	5%
Advance Planning for Trip			
7 days or less	7%	26%	27%
8 - 30 days	28%	38%	31%
31 - 60 days	19%	20%	22%
61 - 90 days	12%	7%	8%
More than 3 Months	34%	9%	12%
Total	100%	100%	100%
Average Planning Time in Days	100 days	40 days	46 days
Advance Airline Reservations			
7 days or less	13%	36%	35%
8 - 30 days	38%	43%	38%
31 - 60 days	16%	11%	15%
61 - 90 days	10%	5%	6%
91 - 120 days	6%	3%	4%
121 - 180 days	10%	1%	1%
6 Months or More	7%	1%	1%
Total	100%	100%	100%
Average Booking in Days	67 days	27 days	31 days

* Overseas visitors to the U.S. do not include visitors from Canada or Mexico.

** Multiple response question. Table may add to more than 100%.

Sources: International Trade Administration Office of Travel and Tourism Industries
"Survey of International Air Travelers."

**Characteristics of Travelers from Hong Kong to California
(2009 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,255)	All Visitors from Hong Kong (n = 134)	Leisure Visitors from Hong Kong (n = 76)
Means of Booking Air Trip			
Airlines Directly	13%	11%	13%
Corporate Travel Department	9%	4%	1%
Personal Computer	25%	19%	27%
Travel Agent	46%	64%	59%
Travel Club	1%	-	-
Tour Operator	5%	-	1%
Other/Don't Know	2%	1%	-
Total	100%	100%	100%
Main Factor in Selecting Airline			
Airfare	32%	33%	43%
Schedule	13%	20%	10%
Non-Stop Flight	12%	9%	6%
Mileage Bonus/Frequent Flyer Program	10%	11%	14%
Previous Good Experience	9%	13%	13%
Safety Reputation	6%	1%	1%
Airline Loyalty	4%	9%	10%
In-flight Service	5%	2%	2%
Employer policy	3%	1%	-
Other	6%	3%	1%
Total	100%	100%	100%
Airline Seating Area			
Economy/Tourist/Coach	81%	51%	53%
Executive/Business	17%	45%	45%
First Class	2%	4%	2%
Total	100%	100%	100%
Use of Package			
Yes	14%	2%	2%
No	86%	98%	98%
Total	100%	100%	100%
Advance Package Booking			
7 days or less	4%	-	-
8 - 30 days	24%	100%	100%
31 - 60 days	13%	-	-
61 - 90 days	13%	-	-
91 - 120 days	8%	-	-
121 - 180 days	18%	-	-
6 Months or More	20%	-	-
Total	100%	100%	100%

* Overseas visitors to the U.S. do not include visitors from Canada or Mexico.

Sources: International Trade Administration Office of Travel and Tourism Industries
"Survey of International Air Travelers."

**Characteristics of Travelers from Hong Kong to California
(2009 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,255)	All Visitors from Hong Kong (n = 134)	Leisure Visitors from Hong Kong (n = 76)
Travel Companions**			
Business Associates	8%	7%	2%
Family/Relatives	25%	23%	33%
Friends	11%	15%	22%
Spouse	28%	17%	23%
Tour Group	2%	-	-
Traveling Alone	38%	45%	29%
Average Travel Party Size	1.6	1.5	1.7
Median Travel Party Size	1.0	1.0	1.0
Type of Lodging**			
Hotel / Motel	76%	61%	56%
Private Home	30%	57%	68%
Other	4%	1%	-
Length of Stay			
Mean Nights in the U.S.	22.4 nights	15.2 nights	18.4 nights
Mean Nights in California	11.7 nights	10.1 nights	12.4 nights
% of California Nights	52%	66%	67%
Prior Visitation to the U.S.			
First Trip to the U.S. (% Yes)	28%	6%	8%
Average Trips to the U.S. in Past Year	1.7 trips	2.3 trips	2.0 trips
Average Trips to the U.S. in Past 5 Years	5.2 trips	9.5 trips	8.1 trips
Average Number of States Visited	2.1 states	1.9 states	1.8 states
Average Number of Destinations Visited	3.0 dest.	2.8 dest.	3.1 dest.
Places Visited in the U.S.**			
Los Angeles	55%	53%	60%
San Francisco	48%	65%	67%
Las Vegas	30%	19%	21%
New York City	18%	10%	9%
San Diego	13%	5%	4%
Anaheim-Santa Ana	7%	13%	17%
Grand Canyon	7%	1%	1%
San Jose	6%	7%	6%
Yosemite	4%	-	-
Chicago	4%	6%	4%
DC Metro Area	4%	9%	11%
Monterey-Salinas	4%	11%	16%
Riverside/San Bernardino	4%	1%	1%
Seattle	3%	3%	3%
Sacramento	3%	2%	2%
Santa Barbara	3%	-	-
Oakland	2%	3%	2%

* Overseas visitors to the U.S. do not include visitors from Canada or Mexico.

** Multiple response question. Table may add to more than 100%.

Sources: International Trade Administration Office of Travel and Tourism Industries
"Survey of International Air Travelers."

**Characteristics of Travelers from Hong Kong to California
(2009 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,255)	All Visitors from Hong Kong (n = 134)	Leisure Visitors from Hong Kong (n = 76)
Activities Experienced While in the U.S.**			
Shopping	87%	93%	96%
Dining Out	86%	95%	96%
Sightseeing in Cities	56%	56%	68%
Historical Places	45%	33%	40%
National Parks	39%	23%	30%
Amusement/Theme Parks	39%	36%	44%
Visiting Small Towns	38%	34%	48%
Cultural Heritage Sites	32%	27%	35%
Touring Countryside	31%	34%	45%
Casinos/Gambling	27%	16%	18%
Art Gallery/Museum	26%	27%	35%
Guided Tours	24%	12%	15%
Transportation While in the U.S.**			
Airlines in U.S.	39%	46%	44%
Taxi/Limousine	39%	48%	45%
Rented Auto	38%	38%	38%
Company or Private Auto	29%	40%	48%
City Subway/Tram/Bus	26%	29%	38%
Railroad between Cities	11%	5%	4%
Bus between Cities	10%	9%	11%
Motor Home/Camper	2%	1%	1%
Visitor Spending in the U.S.			
Per Travel Party Per Trip (U.S.)	\$3,584	\$3,171	\$3,222
Per Visitor/Trip (U.S.)	\$2,308	\$2,128	\$1,845
Per Visitor Per Day	\$103	\$140	\$100
Per Visitor/Trip (California)	\$1,205	\$1,414	\$1,240
Spending by Category (Per Visitor/Trip)			
Lodging	\$660	\$389	\$246
Food/Beverages	\$463	\$408	\$382
Gifts/Souvenirs	\$395	\$527	\$453
Transportation in the U.S.	\$348	\$366	\$272
Entertainment	\$234	\$244	\$237
Expenses at the Airport	\$34	\$27	\$31
Other	\$174	\$167	\$225
Total Spending Per Visitor/Trip	\$2,308	\$2,128	\$1,845

* Overseas visitors to the U.S. do not include visitors from Canada or Mexico.

** Multiple response question. Table may add to more than 100%.

Sources: International Trade Administration Office of Travel and Tourism Industries
"Survey of International Air Travelers."

**Characteristics of Travelers from Hong Kong to California
(2009 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,255)	All Visitors from Hong Kong (n = 134)	Leisure Visitors from Hong Kong (n = 76)
Payment Method for Trip Expenses			
Credit Cards	50%	53%	42%
Cash	41%	41%	48%
Debit Cards	7%	5%	7%
Travelers Checks	2%	2%	3%
Total	100%	100%	100%
Age			
Average Age - Males	43 years	45 years	44 years
Average Age - Females	39 years	36 years	36 years
Occupation			
Professional/Technical	35%	21%	21%
Manager/Executive	28%	48%	39%
Student	10%	3%	4%
Retired	8%	4%	6%
Clerical/Sales	7%	6%	7%
Other	13%	17%	23%
Total	100%	100%	100%
Annual Household Income			
Under \$20,000	9%	6%	8%
\$20,000 - \$39,999	14%	8%	10%
\$40,000 - \$59,999	14%	9%	9%
\$60,000 - \$79,999	13%	6%	4%
\$80,000 - \$99,999	11%	4%	3%
\$100,000 - \$119,999	9%	5%	2%
\$120,000 - \$139,999	6%	6%	7%
\$140,000 - \$159,999	5%	2%	1%
\$160,000 - \$179,999	3%	5%	6%
\$180,000 - \$199,999	3%	16%	22%
\$200,000 and over	12%	35%	29%
Total	100%	100%	100%
Average Annual Income	\$94,800	\$140,700	\$138,000

* Overseas visitors to the U.S. do not include visitors from Canada or Mexico.

Sources: International Trade Administration Office of Travel and Tourism Industries
"Survey of International Air Travelers."